

CAREER OPPORTUNITY



Events, Training & Sponsorship Specialist National

We are currently accepting applications for an Events, Training & Sponsorship Specialist position. The main responsibilities for this position are to coordinate the marketing content and collateral for the events aligning with the marketing and sales team to support marketing plans and the core business objectives. He/she is responsible for managing the sponsorships needs throughout the year, coordinating the material and organizing the internal training for the staff based on the business needs.

Position Overview

- Identify strategically industry regional and national conferences, trade shows, and other events
- Plan, coordinate, and execute end-to-end logistics and high quality yet budget conscious presence at regional and national conferences, trade shows, and events.
- Track attendance and participation, manage collection of assets and contacts, and facilitate follow-up from events
- Manage events budget, evaluate results against goals, and generate learning for improvement
- Assist in creating and distributing event collateral (i.e., teaser, banners, flyers, brochures)
- Coordinate all facets of events with sales, marketing and internal staff to help encourage maximum attendance
- Order and maintain inventory of marketing supplies, corporate collateral, and ensure appropriate stock at events to advance brand building and support sales
- Manage sponsorships throughout the year
- Plan, coordinate and execute internal training needs based on marketing roadmap
- Collaborate with the marketing and sales team to develop events & training marketing collateral needs
- Collaborate with Content & Creative manager to ensure branding consistency of all the marketing collateral
- Maintain an annual events calendar including measure and report performance of events and assess against goals

Qualifications & Experience

- Bachelor's degree in Business, Marketing, or any other relevant studies
- At least three (3) years experience in a similar position
- Experience or knowledge in coordinating trade shows or events
- Demonstrated skills in communication, writing, planning and coordination
- Excellent knowledge of French and English, written and spoken
- Ability to manage multiple priorities
- Innovative, creative and quality/result oriented
- Team player, willing to learn and customer oriented
- Dairy industry knowledge (asset)

How to Apply

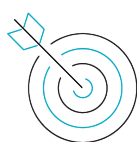
If you meet the qualification for this position, please send us your resume with an email subject line 'Events, Training & Sponsorship Specialist' to careers@lactanet.ca.

Lactanet is the leading dairy herd improvement organization responsible for milk recordings, genetic evaluations, knowledge transfer and dairy cattle traceability. We provide products and services to help Canadian farmers manage their dairy operation.

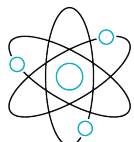
The benefits of working at Lactanet include:

- Group Insurance & Pension Plan
- Free Medical Teleconsultation
- Employee Assistance Program (EAP)
- Flexible Schedule
- Training & Development
- Internet & Cellphone Allowance
- Vacation & Sick Days
- All Equipment Provided
- Hybrid or remote work

CORE VALUES



Excellence



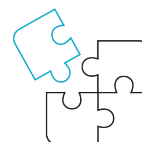
Innovation



Integrity



Diversity



Synergy



Leadership